

**STUDENT AID AWARENESS WORK TEAM
MEETING MINUTES
JULY 3, 2001
9:00 – 10:00 AM**

ATTENDEES
Dena Bates
Michele Brown
Kristine Eelkema
Hazel Mingo
Heather Pacini
Carolyn Sattin
Janet Thomas

NEXT STEPS

WHAT	WHO	BY WHEN
Suggest Improvements to the Status Reporting Tool	Linda	7/2/01
Create Lessons Learned Budget Checklist	Linda	7/02/01
Create Conference Checklist (to include budget and materials needed)	Linda	7/02/01
Provide “Bottom-up” Support for Budget Support to Linda	Dena /Hazel	7/11/01
Provide Michele Brown a strawman proposal for the SAA budget	Team	7/9/01
Provide communications needs in one-on-one meeting with Accenture	Linda/Dena/ Hazel	7/11/01

AGREEMENTS REACHED

• Start Up

- Reviewed the desired outcomes and agenda
- Reviewed the previous week’s “next steps” and asked if anyone needed anything from the group to complete their assignments.
- Linda will report out at the 7/11/01 meeting the following:

Suggest Improvements to the Status Reporting Tool	7/2/01
Create Lessons Learned Budget Checklist	7/02/01
Create Conference Checklist (to include budget and materials needed)	7/02/01

• Budget Planning Process

- Michele Brown provided an overview of the budget processes. The two parts to the budget include:
 - 1) Staffing/employee development
 - 2) Activities that support SAA.
 - Supplies – determine on an as needed basis
 - Training – learning coupons, yearly training allowance

- Travel Budget – Students Channel has about \$1 million allotted for travel
 - Students Channel printing - \$10.5 million allocated per fiscal year
 - In meeting with CFO, the Students Channel budget was over the strawman guidelines and they were unable to identify savings through modernization.
 - The bonus for SFA is contingent on the organization meeting the performance goals
 - If there are additional funds left over, please return them to Students Channel so they can be redistributed for the benefit of the entire organization.
- **Next steps/Considerations:**
 - SAA should think strategically - plan the number of conferences they plan to attend.
 - Work with Pat/Shelby in printing to determine the processes involved in pricing a product
 - Share outreach practices with Demetrius/Karen/Greg (ie-materials, presentations, job aids, etc.)
 - Plan the details surrounding the Imagitas contract
 - Went from being \$800K to \$300K to \$1 million contract
 - Develop a strawman budget approach for the next week

Communication Plan

What can a communication plan allow SAA to do: Communication plans should convey the right message, from the right communicator, to the right audience, through the right channel, at the right time. It should address the six basic elements of communications: communicator, message, communication channel, feedback mechanism, receiver/audience, and time frame. It can create an environment of mutual trust and openness and ensure successful communication within the group. Communication plans provide a framework for managing & coordinating the wide variety of communication that will directly or indirectly take place within aid awareness. It ensures Aid Awareness provides relevant, accurate, consistent information to the organization at all times. It's about what to communicate, how, when, through what vehicle. Communication plans are helpful for communicating within SAA, SFA, and other external organizations. For example, it would be valuable to have a communication plan regarding new products/services to the partnerships that Hazel is currently working on.

What does it include?

- **Event/Message:** What is the specific communication event (e.g., team meeting)?
- **Communicator:** Who will deliver the communication?
- **Audience:** Who will receive the communication?
- **Vehicle/Materials:** How will the communication occur (e.g., medium - Face to face, paper based, technology)? What materials are necessary?
- **Targeted Date:** When will the communication occur? What is the timing for communications?
- **Feedback Mechanism:** How will feedback on the communication be transmitted?

Principles of communication:

- Credibility
- Without a credible communication approach or credible communicators, individuals will simply not believe in the end goal
- Communicators whom people trust/respect
- Visible management support
- Face-to-face communication
- To avoid information ‘overload’
- Provide consistent messages
- To repeat messages and vary mechanisms
- Ensures buy-in to the change
- Give information which *audience* wants, not what *you* want to tell
- Central co-ordination
- Manage expectations
- Listen and act on feedback

Close

- Our next meeting will be Wednesday, July 11 to discuss communication planning, status reporting, conference checklist, lessons learned budget checklist, etc.

UPCOMING MEETINGS OF THIS TEAM

- **July 4, Wednesday - HOLIDAY**
- July 11, Wednesday – 9:00-10:00 AM
- July 18, Wednesday – 9:00-10:00 AM (*Discuss what day this week makes sense*)

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<ul style="list-style-type: none">• Dena expressed that the Michele budget overview was helpful but a review from a previous discussion she had with Michele.	<ul style="list-style-type: none">• Hazel expressed concern for the conflicting information that SFA should be scaling back their budget vs. Michele’s statement that the budget is flexible
<ul style="list-style-type: none">•	<ul style="list-style-type: none">• Hazel expressed concern about the conflicting messages she is hearing about staffing - it was suggested she discuss these concerns with Linda and if necessary, Jennifer